



Join Coffee Island team as

Digital Marketing Specialist

Patra, Athens, Greece

We are leaders in the coffee sector operating successfully in six countries with a chain network of more than 483 coffee shops. We are committed to coffee knowledge, innovation and excellence. We are real explorers and invest heavily in knowledge and innovation, as they are the driving forces behind our success. Our vision is to establish ourselves as international leaders and pioneers in the coffee world.

The Role

As a **Digital Marketing Specialist**, you will be part of a talented, passionate, and high-demands team and mainly you will be responsible for content creation and handling all the digital channels and mediums of the company.

Job Description

- Create and implement a cross-channel digital marketing strategy to achieve the brand's goals.
- Curate and create engaging content for all digital assets
- Manage and implement the day-to-day social media calendar
- Communicate with followers and respond to queries
- Monitor, track, analyze, and report content performance on digital platforms
- Monitor, track, analyze competitors' digital presence
- Stay up to date with the latest digital trends and best practices to optimize content
- Track and manage influencers across the social media platforms

Working Experience

- 4 + years of working experience in digital content creation or communication is required
- Hands on experience in social media content management

Education:

- BSc or MSc degree in Marketing, Communications, or similar field is required

Required knowledge and skills

- Advanced PC knowledge (especially MS Office)
- Excellent written and verbal communication skills (both in Greek and English language)
- Great copywriting skills (both in Greek & English language)
- Knowledge of writing SEO-optimized content.
- Experience in PPC Campaigns (Google Ads, Facebook Ads) and Google Analytics.
- Passion on providing Unique Customer Experience

What we offer

- Modern working environment full of challenges
- Continuous training and development plan
- Career opportunities
- Private health insurance

Please send your CV at jobs@coffeeisland.gr

All applications will be treated with strict confidentiality.

Selected candidates will be called for a personal interview.